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PRESS RELEASE FOR IMMEDIATE PUBLICATION

Avtron Industrial Automation Continues Drive Upgrades at Gerdau MACSTEEL

Independence, OH – October 22, 2008 –Avtron has secured additional drive upgrade contracts at Gerdau MACSTEEL'S Jackson, MI Bar Mill. Avtron had previously engineered and commissioned ADDvantage-32™ Digital Front Ends and a Performance View Process Diagnostic System to upgrade the obsolete General Electric drives on the Finishing Mill. The new orders are for Avtron's ACCel 500™ AC Digital Drives for various applications on the Caster and Bar Mill including Mixers and Table Rolls. The AC drives will be tied into the Performance View™ Diagnostic System via Avtron's Fiber-Optic Ethernet Communications Network. The Performance View™ System has been used to ease troubleshooting of process problems since 2006 and allows Avtron to remotely diagnose the system on a 24/7/365 basis. MACSTEEL plans further upgrades with Avtron which will result in state-of-the-art controls for the mill.

About Gerdau MACSTEEL:

Gerdau MACSTEEL is an engineered bar producer headquartered in Jackson, Michigan with worldclass steel manufacturing plants in Jackson, Michigan, Monroe Michigan, and Fort Smith, Arkansas. Steel processing plants are located in Huntington, Indiana and Pleasant Prairie, Wisconsin. Gerdau MACSTEEL utilizes electric arc furnaces, ladle furnaces refining, vacuum arc degassing, advanced rotary continuous casting and modern continuous static casting, direct twist-free rolling, turning and grinding, and heat treating to produce engineered *SBQ carbon and alloy hot rolled and bright cold finished SEAM-FREE steel bar products to direct end applications.*

About Avtron Industrial Automation

Avtron Industrial Automation delivers drive systems, automation solutions and diagnostic software designed to help users reduce costs, increase efficiency and enhance profitability. With drive system solutions and services catering to virtually every heavy industry segment, Avtron Industrial Automation provides a diverse array of capabilities including ac and dc drives, encoders, and high speed data acquisition and diagnostic software. Headquartered in Independence Ohio, Avtron Industrial Automation provides solutions for the global market.

For more information about Avtron Industrial Automation., visit www.avtronautomation.com or contact: Avtron at 7900 E. Pleasant Valley Rd. Independence, OH 44131; Phone: 216-642-1230; Fax: 216-642-6037

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